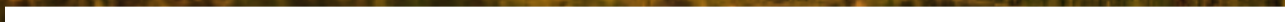


2014 ANNUAL REPORT



Go Code Colorado



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DATA IS THE INFRA- STRUCTURE OF THE DIGITAL AGE

The government collects and manages mountains of data in the course of regular business. Unfortunately, much of this data is locked away in legacy systems or posted to disparate sites online. Public data is an under-utilized resource—a resource that can give Colorado businesses a competitive edge.

The world-wide Open Data movement asks government entities of all sizes to make their data—a public asset—available to developers and entrepreneurs.

Go Code Colorado is taking a lead position in this movement.

The first and only statewide effort of its kind, Go Code Colorado brings together a community of entrepreneurs, business partners, and developers to make use of public data through a series of events. 2014 was the first year for the Go Code Colorado challenge—and it was a great success.

The events series was anchored by a challenge weekend in five cities across the state, engaging the entire state in two days of innovation around the use of public data.

Teams were charged with building apps that use public data to help businesses make more-informed decisions. Two teams from each city moved on in the competition, getting help from a network of mentors—including a mentorship workshop—as they further developed their ideas. The teams pitched their ideas to an independent panel of expert judges at the final competition event.

The top three teams were awarded a contract with the state and early funding to get their business idea going.

Go Code Colorado is an initiative of the Colorado Secretary of State's Office, with strong collaboration from the Governor's Office, the Office of Economic Development and International Trade, and the Governor's Office of Information Technology.

MESSAGE FROM SECRETARY GESSLER

Build Apps. Build Business. Build Colorado. When we set out to create the biggest and most ambitious civic app challenge in the country, we wanted to reflect Colorado's strengths—strengths like our thriving entrepreneurial and tech communities—while giving our business community a strategic advantage in the marketplace. Go Code Colorado is delivering on this important mission.

While traveling around the state, I learned business leaders were hungry for more and better data to help them make better-informed decisions. So we created Go Code Colorado to achieve two symbiotic goals: show the value of public data to solve business challenges and increase access to usable public data.

As usual, Coloradans showed they are pioneers willing to work hard to keep improving our state. Over 25 teams participated in the challenge across the state. The three winning teams came from three different cities, all outside the traditional tech strongholds—showing that innovation is alive and well throughout Colorado.

And we saw tremendous support from the private sector for our project and the promise of open public data. Industry leaders including Google and Esri provided nearly \$200,000 in cash and in-kind donations, plus many hours of support.

Go Code Colorado is just getting started—just getting started building apps, building business, and building Colorado.



Scott Gessler
Colorado Secretary of State

WINNING TEAMS

1st

BEAGLE FORT COLLINS, CO

Simply provide an address and Beagle will fetch a business fitness score based on dozens of sources. Best delivered as an embeddable widget designed for real estate and MLS websites, Beagle provides a simple tool that lets you explore the data behind the numbers, helping you find your business' next home. Utilizing customizable weights and evolving data sets, Beagle scores get better with use.

TEAM MEMBERS:
Sean Wittmeyer
Wojciech Magda



2nd

BIZLINK COLORADO DURANGO, CO

BizLink Colorado allows business owners to build their B2B network and show how they fit into the Colorado business community. These connections help to build a business's reputation and make it easier for established businesses to be found. It is also a tool for new and expanding businesses to source partners.

TEAM MEMBERS:
Aaron Renner
Natalie Carpenter
Jason Sutter
Tristan Rubadeau
Cody Schaff
Shawn Meek



3rd

LOCALSAGE COLORADO SPRINGS, CO

LocalSage helps business owners determine the best location for their businesses. The LocalSage process is unique and personal, making the complicated process of site selection easy and fun. Our app provides access to complex and powerful data without sacrificing usability or clarity.

TEAM MEMBERS:
Scooter Wadsworth
Chris Bachicha
Karen Dunne
Jeremy Folds
Spencer Norman
Mark Rantal
Kyle Tolle
Nick Volpe
Vern Volpe



COLORADO DOESN'T DO SMALL: OPEN DATA GOES STATEWIDE

Like most state agencies, the Secretary of State's office houses large databases of public data, including the state's central business registry—recording the birth and death of Colorado's businesses. Could the data provide any insight into the broader state economy? The office hired the University of Colorado's Business Research Division to help answer the question.

The economists from CU found new business registrations are a leading indicator for changes in employment. Beginning in 2012, the office began publishing the Quarterly Business and Economic Indicators Report, which forecast changes in short-term employment based on the previous quarter's business registration activity.

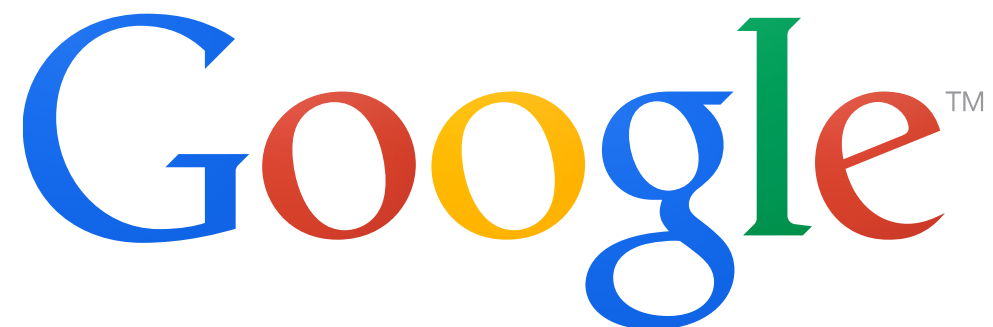
But many in the business community desired more insights, including economic data specific to their industry or region. Such insights could be provided if public data from across state agencies was combined and analyzed. But prior to Go Code Colorado there was no statewide effort to make public data available for use by citizens and the business community.

These requests for more data fit perfectly with the broader open data movement. Some of the country's larger municipalities have been leading the way in making public data more available, and supporting entrepreneurs who want to use the

data to help solve problems. But no such effort was taking place on a statewide level. Colorado—with its vibrant and growing tech and startup communities—was primed to take the open data movement to the next level.

A common data platform with regularly maintained and updated data is a public asset for Colorado citizens and the business community. In order to increase demand for public data to be published to the platform, the Secretary of State's office—in partnership with the Governor's Office, the Office of Economic Development and International Trade, and the Governor's Office of Information Technology— created Go Code Colorado, a statewide application that brings together a community of entrepreneurs, business partners, and software developers to make use of public data through a series of events. In its first year, 25 teams in five cities across the state participated in the Go Code Colorado application challenge.

PARTNERS



SUMMIT PARTNER PROFILE: GOOGLE

Go Code Colorado seeks to empower entrepreneurs and developers to create tools that will spur innovation and economic growth in Colorado through promoting access to public data. Google's developer efforts are designed to stimulate openness and innovation across the web. We share in Go Code Colorado's mission and are excited to support Colorado developers building products that utilize open web standards and help move technology and the web forward.

Organizing public sector information is a challenge, and companies like Google rely on the good work of open government advocates to access useful data. At Google we're inspired by efforts to connect people to the political process, to useful public information, and to their governments—and we're eager to be a part of it.

At Google we believe that there are endless growth and innovation opportunities. We believe that the most transformative advances have not yet even been imagined.

Google is excited to help developers build great apps and build great businesses. Developers and entrepreneurs like the ones participating in Go Code Colorado help grow the economy, create jobs, and take Colorado to the next competitive level.

The future of government is transparency. At Google we believe that open systems win. They lead to more innovation, value, and freedom of choice for consumers, and a vibrant, profitable, and competitive ecosystem for businesses. Go Code Colorado is a great example of transparency, public data, and entrepreneurial spirit building a better state to live in.

BASECAMP PARTNERS



REGIONAL PARTNERS



COMMUNITY PARTNERS



MEMBER PARTNERS



EVENT SCHEDULE

MARCH

19

INAUGURAL KICK-OFF EVENT
History Colorado Center, Denver

MARCH

21-23

CHALLENGE WEEKEND
Boulder • Colorado Springs • Denver • Durango • Fort Collins

APRIL

5

MENTOR CHECK-IN
Convercent, Denver

MAY

9

FINAL COMPETITION
Denver Art Museum, Denver

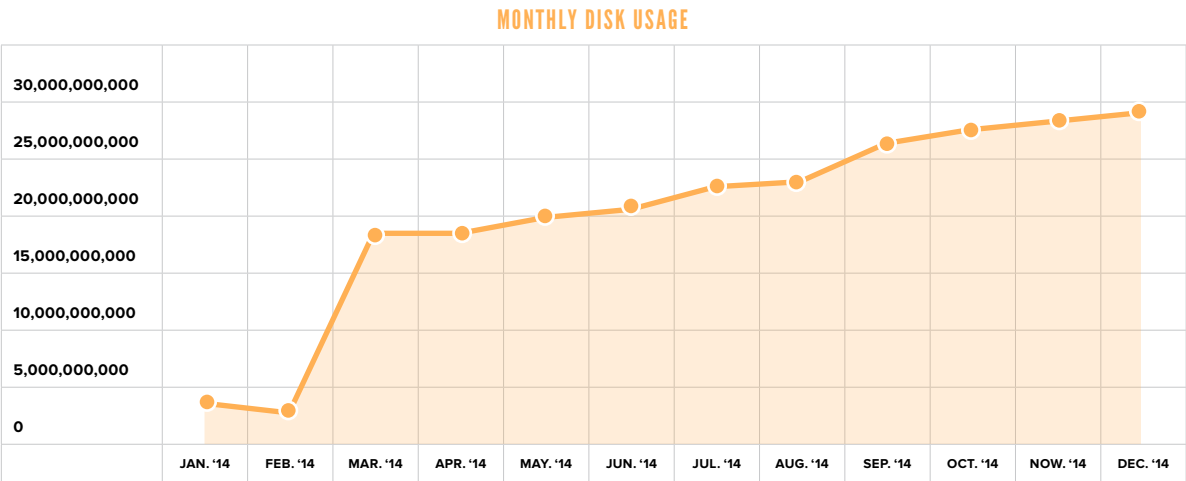
BY THE NUMBERS

130	23	29	33
130 people formed 25 teams that competed in the challenge weekend across Colorado (Boulder, Denver, Fort Collins, Colorado Springs, and Durango).	23 mentors spent a day with the ten finalist teams.	29 businesses supported open data and Go Code Colorado through \$75,000 in cash donations and \$120,000 worth of in-kind donations.	33 new data sets were published to the Colorado Information Marketplace from state agencies such as the Department of Revenue, Department of Local Affairs, and Department of Higher Education.

COLORADO INFORMATION MARKETPLACE

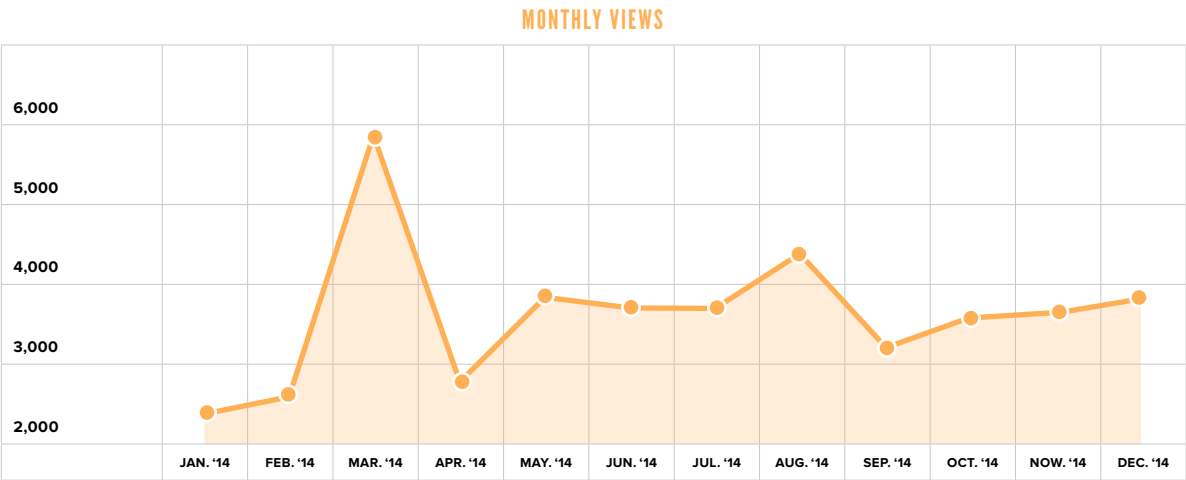
Go Code Colorado seeks to achieve two symbiotic goals: increase access to usable public data and show the value of public data to solve business challenges. Go Code Colorado partners with state agencies to publish data to the Colorado Information Marketplace (CIM)—Colorado’s central platform for public data. Challenge participants were required to use at least one dataset from CIM when they built their applications. The total data posted to CIM and the data accessed by users both increased during the Go Code Colorado challenge.

COLORADO INFORMATION MARKETPLACE DATA



The total amount of space consumed by the data posted to CIM increased in the run up to Challenge Weekend and has continued to grow since.

DATA ACCESSED FROM THE COLORADO INFORMATION MARKETPLACE



The number of times datasets were viewed or downloaded increased markedly during March—when Challenge Weekend took place—and remained above pre-challenge levels for the rest of the year.

VISIT THE COLORADO INFORMATION MARKETPLACE AT DATA.COLORADO.GOV



GOCODE.COLORADO.GOV